R.J. Reynolds
Tobacco Company

Charlie DiBenedetto
Division Manager
Manhattan Division
Voice Mail
1-800-RJR-Talk
Ext. # 75822

April 21, 1998

To: Manhattan Division Reps
John Feltman Dave Figueroa

Re: Doral Package Change
Introduction of Doral FF. 100 Box/Lt 100 Box

Below is a recap of the fact book. I outlined a few important parts, overall with the amount of Savings sold in Manhattan this will not be a big task.

This will be a good opportunity to address out of stocks and opportunities on the savings end to increase our business.

Rotation At Retail

> All Territory and Retail Reps ensure proper rotation in all retail calls.
- Proper rotation continues until the end of September.
- October 1st, arrange to return all old packaging to jobbers (if most product sold out, send back the stragglers earlier)
- Do not feature new Doral package until absolutely necessary.

> T/R & R/R's ensure all current packaging at retail is fresh, if outdates found, repack and have retailer send back to jobbers. (S/R's if outdates found, place in bag with R/R's name, instruct retailer to give to R/R for packing).

> Sales Reps to perform the above in non retail rep supported calls.

> Any product returned to jobbers should have a replacement order made.
S/R & T/R - Prebook, R/R place suggested order.

> #1 objective is to minimize return goods.

51851 4970

Source: https://www.industrydocuments.ucsf.edu/docs/nhvy0000

Rotation At Wholesale

> All Sales and Territory Reps will have some-sort of jobber responsibility even beyond the Doral plan to increase business.

> Contact small sub-jobbers and jobbers, assist AM's with...
- Doral Rotation
- Product Availability on ALL RJR brands.
- Increase Promotional Opportunity

> Doral implications,
- Bi-Weekly coverage on all jobbers, after old graphics is out, you can reduce to monthly coverage.
- Rotate old package out.
- June 26, arrange to send all old packaging to Winston-Salem, place replacement order. (subjobbers will send back to the direct accounts)
- Sell Box 100's where AM does not contact i.e. small sub-jobbers uptown.

What is the Rational for S/R & T/R's calling on jobbers????
- We need to treat these volume Jobbers and Subjobbers as an important link to retail to increase business.

Discounting

> Current discount levels will remain, the current values should allow a timely flow through retail.

> Retail Reps should not discount any product unless a work request is issued.

> S/R's sell and issue w/r, T/R's sell and place, temp displays extra discount where needed
to flush out very slow movers.

Retailer Incentive Program

> As identified in the Fact Book, retailers placing POS will be rewarded with a $20.00 draft on your next visit.

> Draft to be paid by Sales and Territory Reps.

> Hand Held -- DOR RETAIL INCEN. Dates - 6/1 - 8/28

Retail POS

> All Doral POS at retail should be changed over by the end of August, (the earlier the better)

51851 4971

Source: https://www.industrydocuments.ucsf.edu/docs/nhvy0000

New Doral 100 Box Styles

> Work the 3 P's as it relates to Doral

> Utilize the up-coming package change to re-establish Doral as a player where savings is selling.

> All accounts which have savings brand movement should have distribution on the 2 new
Doral styles.

> Every blackline/sticker prebook written for promoted Doral
must include the 2 new box styles.

> Territory Reps carry small quantity of 2 new styles on van, 2-4 cartons each style.

> A $0.25 per carton pre-book allowance will be available for this intro.
Reporting/Payment Code: Dor Box 100 PREB Rate: $0.25
Dates: 5/4-7/3/98

> The same discount value utilized on the Base Doral product should also be used on the Box styles.

> Doral Box POS, Territory and Retail Reps to carry full assortment, Sales Reps carry minimal for non retail rep supported calls, obtain POS from Queens office.

If you have any questions, let me know.

Sincerely,

Charlie DiBenedetto

cc. Mark Young

51851 4972

Source: https://www.industrydocuments.ucsf.edu/docs/nhvy0000